

# SO smart

An infoletter combining performance and feelings

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A WORD FROM  
Nathalie  
LOUBAT-BOULEUC

## Happy birthday Stéarinerie Dubois!



To echo the title of the book written for this occasion, "Stéarinerie Dubois is a family-owned company, an entrepreneurial adventure" that has stood the test of time for **200 years!**

To celebrate this milestone, we decided to offer everyone (both you and ourselves) a gift that illustrates this fresh momentum: the launch of an infoletter – to let you in on our latest news, to inspire new creations, to point the way toward solutions... And to invite you to join us, to express yourself, to strengthen the close ties that we have enjoyed for so many years.

Entitled **SO SMART**, it will cover carefully chosen topics with a focus on two things: performance and feelings. It will be just like our esters, true sensory active ingredients that are both **SO** – indispensable for the feelings elicited by a pleasurable texture – and **SMART** – with their practical intelligence. Like each member of our company (or of a family) working together to enrich its intellectual and emotional IQ.

## Performance and feelings – that's what beauty is all about!

A source of information, dialogue and dreams, this bimonthly get-together will be what you make of it.

COMMENT, SHARE,  
ASK US QUESTIONS!

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To download your gift copy of  
the book illustrating the history  
of Stéarinerie Dubois from  
1820 to 2020

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Nathalie LOUBAT-BOULEUC  
Head of Cosmetics Division  
Marketing and Sales

# Stéarinerie Dubois 200 YEARS

of a unique human and industrial destiny

**And the adventure continues today**, perpetuated – in a rare exception for the French chemicals industry – by two direct descendants of the company’s founder: **Henri Gondrand** and his son **Hervé**.

Far from indulging in nostalgia, this distinction allows the company to continue building its future while upholding its long-cherished values of responsibility, enterprise and stability. For Henri and Hervé Gondrand, it is much more than a heritage. Quite simply, it’s about “making our people happy to come to work,” they exclaim in unison.

At age 70, Henri Gondrand directs the company, defining its overall strategy with a strong involvement in the financial and industrial aspects (investments in the production tool, environmental protection...). Destined to take over the reins in the more or less near future, Hervé provides a synergy across a wide range (HR, sales, international development, innovation, etc.), laying the groundwork for the company’s future transformations and redeployment.



“ I’m very curious by nature. All my life I’ve been watching how my father works, drawing lessons from his decisions and continuing to learn every day, ” says Hervé.

And Henri adds, “ Our best shared attribute is no doubt our ability to pick good teams. ”



Both father and son are clearly motivated by a dedication to independence, hard work and constant attentiveness – lending an ear to the men and women who work alongside them, but also to the market, to technical progress, and to the French and global economic context. Their cross-influences and their relationship, based on affection, respect and humility, nurture a team spirit, a family atmosphere. Ignoring the temptation to sell out, they pursue a path of slow, steady development, of quiet success.

*Interviewed in their family home, the two directors confide with a knowing smile that they would be proud and happy if a descendant of the next generation were to follow in their footsteps.*



For those who love history or sagas of industrial heritage, and for fans of the Cosmétothèque...



And a presentation: “How Stéarinerie Dubois, a medium-sized family-owned company, has grown since 1820 by investing in science and daring to go global.”

You can discover this history of Stéarinerie Dubois and the family behind it in the episodes of our web series – not on the usual streaming platforms but right here on our site.



Discover our web series on the company’s history

# HOW ESTERS

became an alternative to petrochemicals in skincare...

Because the desire for natural quality is more and more a concern for formulators and marketing experts, driven by an ever-increasing market demand, intensified by the pandemic.



In Europe, sales of natural and organic cosmetics are expected to reach **€5 BILLION** by 2023.\*\*



## WEBINAR

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If you'd like to explore the topic in detail, ask questions and enjoy a live interactive experience, join us in June 2021 for a webinar that unveils the secrets of alternative esters.

Practical information and registration



Organic and natural products account for **9.6% OF VOLUME** sales in Beauty-Personal Care, a +4.5 point market share gain in volume over 2016, in the category of \* French consumers pay attention to what they buy.\*\*

## DUB ESTOLINE®



Star ingredient for a responsible transition in formulation. Multifunctional polymer ester that reinvents extreme comfort and ultimate protection for a protective barrier effect against pollution and environment stress factors.

Derived from castor oil, eco-friendly and inspired by nature, this *ethylhexyl polyhydroxystearate* spreads across the surface of the skin or hair in a uniform mesh, ideal for "second-skin" skincare, creamy-smooth and waterproof makeup, or haircare with a coating effect.

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## DUB OE HP



Emollient ester of 100% vegetable origin with unique sensory properties, offering an alternative to petroleum-based emollients like silicones.

Its biomimetic composition gives it perfect tolerance and very high spreadability with a sensory effect closest to cyclopentasiloxane. A veritable coddling veil for the skin that instantly solubilizes active ingredients, polar oils and fluidizers in the oil phase of makeup, skincare and sun care products.

Launched in 2019, this *ethyl oleate* has evolved since then as a result of an extensive effort on oxidative stabilization, significantly improving its olfactory characteristics.

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\* Kantar presentation: "The already fragile beauty-personal care market is not spared by the crisis," April 2021. <https://vimeo.com/kantarworldpanel/review/536715165/431d865319>

\*\* <https://www.premiumbeautynews.com/fr/cosmetiques-naturels-dans-un-15605>

# YOUR NEEDS, OUR INSPIRATIONS



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Formula n°80236

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## COTTON MILKY WAY

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